

# HOW TO USE PASSION

THE LANGUAGE OF RELATIONSHIP

## ARE YOU PASSION?

*You attract others to you, and to your ideas.*

## WHO YOU ARE

Expressive ■ Intuitive ■ Engaging

## HOW TO USE PASSION

- Create a strong and immediate emotional response
- Use color, adjectives, texture, and video to feel more human
- Avoid data and analytical information

## WHAT WILL HAPPEN

- Others will want to connect with you and build relationships
- You'll create warmer, more memorable experiences
- You'll enjoy more enthusiastic participation in social media

## COMBINE PASSION WITH

- ▶ **INNOVATION:** to playfully tweak tradition
- ▶ **POWER:** to make authority feel human
- ▶ **PRESTIGE:** to elevate desire
- ▶ **TRUST:** to create timeless desires
- ▶ **MYSTIQUE:** to magnetically attract interest
- ▶ **ALERT:** to accelerate craving